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# Social Media in Government Contracting

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# Topics for Discussion

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- ❖ **Social Media Strategy**
- ❖ **Benefits and Challenges**
- ❖ **Social Media Platforms**
- ❖ **Measuring Success**
- ❖ **Tools**



# **SOCIAL MEDIA STRATEGY**


# Strategy

- ❖ **Strategy Is Creating Operational Alignment Between All Functions And Activities Of A Business Toward A Common Goal.**
- ❖ **Your Communication Strategy Is A Subset Of Your Business Strategy.**
- ❖ **Social Media Strategy Is A Further Subset Of Your Communications Strategy. It Should Support Your Communications Strategy In Supporting Your Business Strategy.**



# Forrester's Approach to Developing Your Social Media Strategy

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- P** ❖ **People – Access Your Customers' Social Activity**
- O** ❖ **Objectives – Decide What You Want To Accomplish**
- S** ❖ **Strategy – Plans For How Your Customers Will Change**
- T** ❖ **Technology – Decide Which Technologies To Use**
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# Organizations Use of Social Media





# **BENEFITS & CHALLENGES**



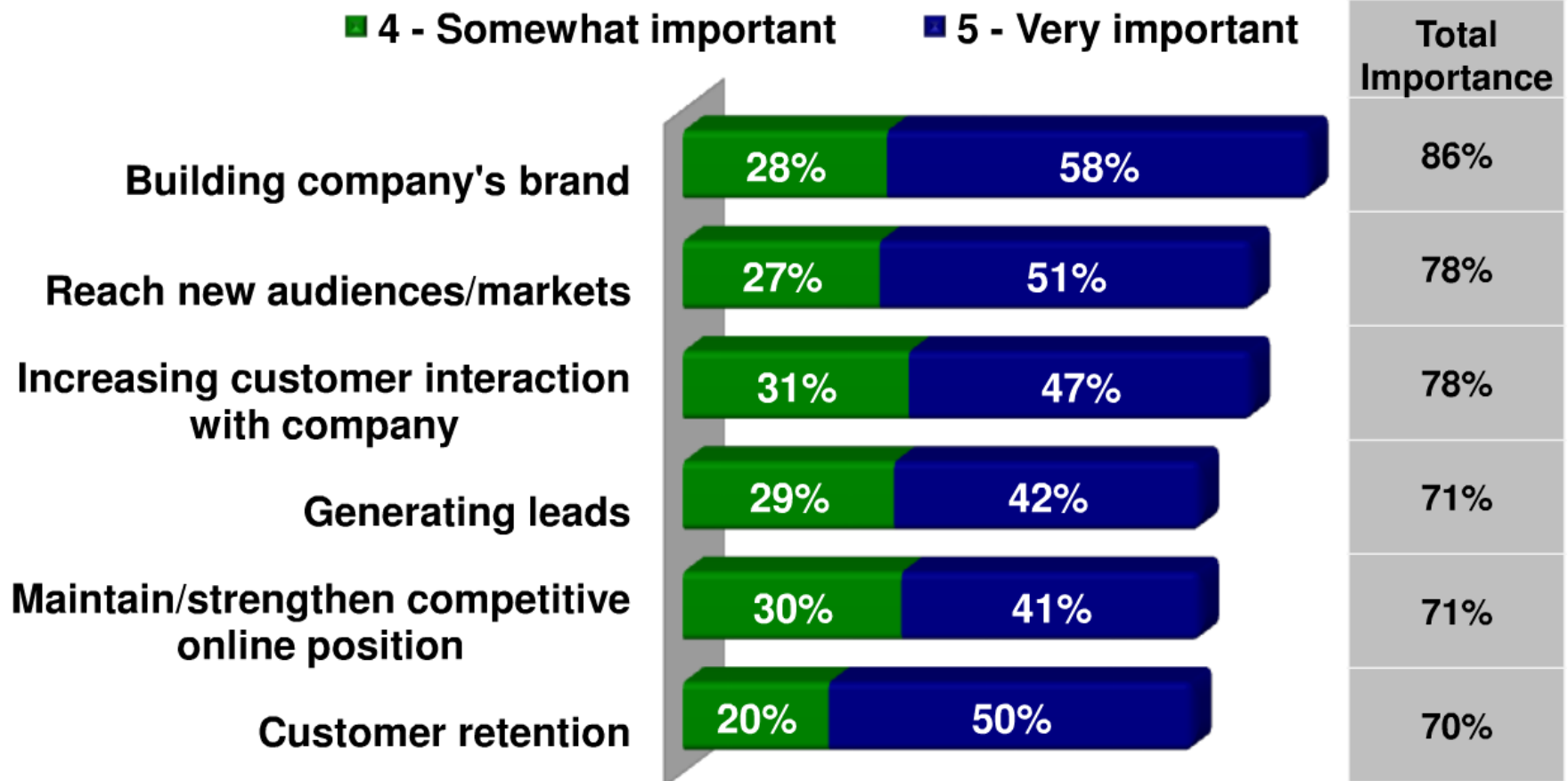
# Benefits of Social Media

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- ❖ **Building Company Brand**
  - ❖ **Reaching New Markets**
  - ❖ **Increasing Customer Interaction**
  - ❖ **Generating Leads**
  - ❖ **Strengthen Competitive Online Position**
  - ❖ **Customer Retention**
  - ❖ **Recruitment**
  - ❖ **Pulse On What Competition Is Doing And Saying**
  - ❖ **News Comes Directly To You**
  - ❖ **Cost Savings**
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# Benefits of Social Media for Organizations



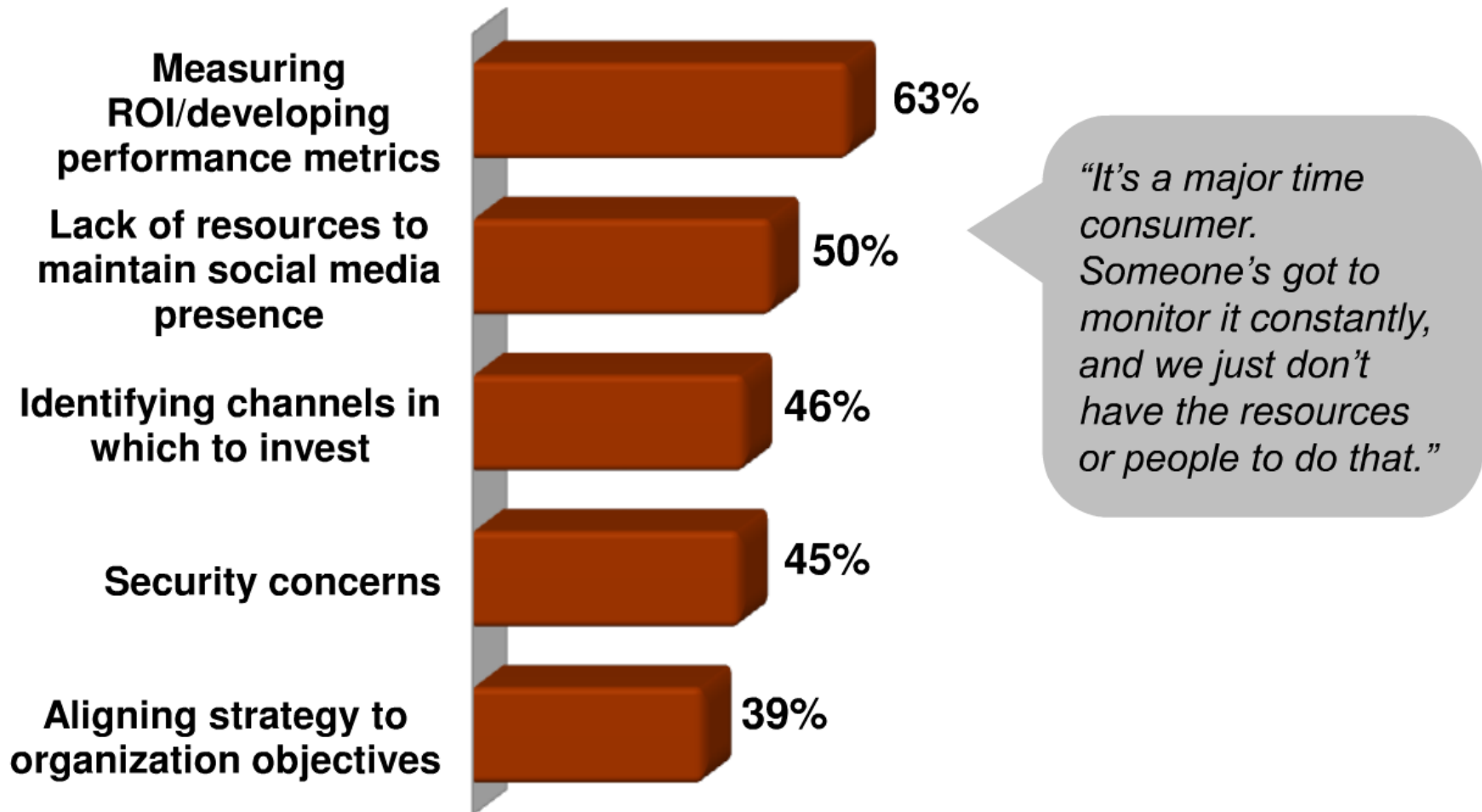


# Challenges of Social Media

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- ❖ **Measuring ROI/ Performance Metrics**
- ❖ **Lack Of Resources To Maintain A Social Media Presence**
- ❖ **Identifying Channels To Invest In**
- ❖ **Security Concerns**
- ❖ **Aligning Strategy To Organizations Objectives**

# Challenges of Social Media Implementations





# **SOCIAL MEDIA PLATFORMS**

# Current and Future Use of Social Media Tools





# Top Government Social Networks

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- ❖ [Govloop](#)
- ❖ [Military.com](#)
- ❖ [GovCentral](#)
- ❖ [Federal Contractor Network](#)
- ❖ [GovTwit](#)



# Top Mainstream Social Networks

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- ✦ [LinkedIn](#)
- ✦ [Facebook](#)
- ✦ [Twitter](#)
- ✦ [YouTube](#)
- ✦ [Flickr](#)



# MEASURING SUCCESS





# Measurement

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- ❖ **Identify Goals**
- ❖ **Agree On Social Media Analytics Measurements (KPI)**
- ❖ **Identify The Tools**
- ❖ **Track Reports**
- ❖ **Report**

# Tools

## ❖ SEO & Website Analysis

- ❖ Google Analytics (Free)
- ❖ [Google Website Optimizer](#) (Free; Beta Version)
- ❖ [Open Site Explorer](#) (Free; Can Track And Report Up To 1,000 Links)

## ❖ Social Media Management

- ❖ [Hootsuite](#) (Free, But You Can Upgrade To Pro For A Fee)
- ❖ Objective Marketer

## ❖ [\*\*Https://Apps.Gov\*\*](https://Apps.Gov)

# Tools (Continued)

## ❖ Blogging Scoreboard

- ❖ [Postrank](#) (Free Is You Connect Via “Influencer”, But If Not You Have To Pay \$15/Month)

## ❖ Influence

- ❖ [Klout](#) (Free; Must Have Twitter Handle)
- ❖ [Twitalyzer](#) (Paid Subscription; Must Have A Twitter Handle)
- ❖ [Crowdboost](#) (Free Still In Beta Version; Must Have A Twitter Handle)
- ❖ [Peer Index](#)

# Tools (Continued)

## ◆ Influence (Continued)

- ◆ [Facebook Insights](#) (Free; Must Have A Facebook Page)
- ◆ [Bit.Ly](#) (Free)

## ◆ Brand Social Mention

- ◆ [Socialmention](#) (Free)



# Recap of Discussion

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- ❖ **Benefits and Challenges**
- ❖ **Social Media Platforms**
- ❖ **Measuring Success**
- ❖ **Tools**



# QUESTIONS





# Contact Information

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